

CTTC MEMORANDUM

TO: California Travel and Tourism Commission
Secretary of State
Travel Industry Association
Members of the Public Who Have Requested Notification
(For informational purposes only)

FROM: Caroline Beteta, Executive Director

DATE: Friday, June 16, 2006

RE: PUBLIC NOTICE OF THE CTTC MARKETING ADVISORY COMMITTEE
MEETING

A meeting of the CTTC Marketing Advisory Committee is scheduled to take place on Tuesday, June 27, 2006 from 11:30 a.m. to 3:30 p.m.

The meeting details are as follows:

Meeting:.....	<u>CTTC Marketing Advisory Committee Meeting</u>
Date:.....	Tuesday, June 27, 2006
Time:.....	11:30 a.m. – 3:30 p.m.
Meeting Location:	Omni Hotel – San Francisco 500 California Street San Francisco, CA 94104 Room: Grand Ball Room

The agenda is attached for your reference and can also be viewed at <http://www.visitcalifornia.com>.

Please R.S.V.P. (if you haven't already) to Matt Sabbatini at 916-319-5420 or msabbatini@cttcl.com, if you are planning to participate so that we can ensure that pertinent meeting materials reach you.

Thank you

CTTC Marketing Advisory Committee Meeting

Tuesday, June 27, 2006

11:30 a.m. – 3:30 p.m.

Omni, San Francisco

Grand Ballroom

415-273-3008

AGENDA

Any and all items on this Agenda are subject to discussion and vote

- I. Call to Order/Approval of Agenda and February 2, 2006 Marketing Advisory Committee Meeting Minutes & Welcoming Remarks
- II. Executive Director Update
- III. Budget - FY 06-07 Proposed Marketing Plan(s) – Budget Consideration and Approval
- IV. Advertising/Co-op Update – Consideration of New Proposals
 - A. Spring/Summer Advertising Campaign Update
 - B. California Snow Campaign Update
 - C. Update and Approval of the FY 06-07 Advertising
 - D. Update on Co-op Advertising
- V. Web Site Update/Publications/Fulfillment
- VI. Travel Trade Update
 - A. International Committee Update
 - B. International Update
 - ITB
 - C. California Cup-Tour Operation Golf Challenge
 - Guides
- VII. Communications Update
 - A. Media Relations Update
 - Media Events (New York & Los Angeles)
 - Summer Kick-off Campaign
 - B. UK Media/Travel Trade RFP Update
- VIII. Welcome Center Status/Update
- IX. Other Business/Public Comment
- X. Adjournment